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Special Report

# 21 FOOLPROOF LEAD GENERATION STRATEGIES

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21 Strategies Guaranteed To Get  
You More Leads And Prospects  
In No Time!



# **21 Strategies to Generate More Leads**

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# **21 Strategies to Generate More Leads**

**If you ask most network marketers or traditional business owners what they want, they will more than likely say more customers and more revenue. What that really translates to is really more leads right? No matter what your business conversion ratio is, if you increase your leads you will increase the number of customers and revenue that comes into your business.**

**In Network Marketing, Internet Marketing or any business the power in your business comes from your “list”. Your list is a list of clients and prospective clients that would like to do business with you. As you develop your strategies think of creative ways that you can build and add to your list. Think of how you can create something and use it in multiple strategies and platforms.**

**Below are 21 strategies that can be used to generate more leads, customers and revenue in your online business or your brick and mortar business.**

**1) Business Cards- Most business cards are designed with your name, address, phone number and e mail. Changing your business cards is one of the most cost effective ways to increase recognition and get people to remember you. To get your business card to stand out from the rest consider creating a short video or free report that you can send people to and put the link on your business card. This is a non threatening way for people to find out more about you without calling or e mailing you.**

**2) Website- Create a presence on the web. A website gives your business credibility. A website can be as simple as one page. I have a friend who has a one page website that in one year has collected over 2,000 contacts through a simple opt-in. (If you don't know how to do that I can teach you how to do that)**

**3) Networking Events- If you increase the number of people you come in contact with, you will increase the number of leads you can generate. Here are a few places where you can meet new people, Chamber mixers, BNI, Meetups, conventions, training events, and user group meetings.**

**4) Create a Dream 100 List- A dream 100 list is a list of businesses that you would love to have as your clients. These are what you consider your **VERY BEST** prospects. Sit down and create a list of those prospects and create a plan to approach them and get to know them.**

**You have to have your business go through the following progression in the minds of your market's best potential buyers:**

**I've heard of that business/ person/ ->I think I've heard of that business/person -> Oh yeah, I've heard of that business/person. ->I want to know more about that business/person. -> I like that business/person! -> That's the business/person that I want to work with! -> You have got to check out this business/person!**

**This is what Malcolm Gladwell talks about in his book “The Tipping Point”- bringing your business/name to the place where it's the talk of the community or tribe and your popularity is unstoppable.**

**Your top 100 prospects might be only 25 people or it might be 250, but it's always cheaper to go after the best and most influential buyers rather than all the buyers.**

**Now that you have identified your Dream 100 begin to reach out to them. Make contact each month with them.**

**5) Become an Authority on a subject- What is it that you know, that you can talk about, blog about, publish, tweet, post etc? Master a skill and become the authority of that particular skill and then share it through different platforms.**

**6) Facebook- This is by far the largest social media platform that exists today. Create a page for your business or yourself and begin posting information of value to your target market. Create “like” campaigns, ads, promote things that are trending and capture attention.**

**7) LinkedIn- Did you know that the average income of people on LinkedIn is over \$100K Do you think your potential clients could be found there? Consider posting articles, blog posts, or sharing others articles. Change your profile to LION (LinkedIn Open Networker) when you do this you are announcing to the world that you accept all networking invitations. Search for your target market using the advance search tools. Ask your connections to introduce you to people not in your circle. Upgrade to a premium account.**

**8) Twitter- Create a Twitter account and begin posting quotes of famous people. Create your own posts. Redirect customers back to your blog to drive traffic. Create an opt in in order to capture your leads from Twitter. Identify who has your target market and follow them.**

**9) YouTube-** This is an amazing platform for you to connect with your audience. People will get to know you through your videos. You can teach from your computer with screen captures or you can create a series of short videos and upload them to YouTube. Keep them under 3 minutes and to the point. Try to include a story about what you are talking about. Online videos create a connection with the viewer.

**10) Podcasts-** These are HOT! People can download them and listen to them while driving or working out. You can create your own content specific to your target market and provide tons of value to them.

**11) Radio-** Is a great way to reach lots of people fast. Create a list of bullet points and questions that position you as an expert. Reach out to local stations first to refine your message. Once you are comfortable with the process begin expanding your reach to stations with larger audiences.

**12) Webinars-** One of my favorites, because of the viral aspects of it. In my opinion this is what leverage is all about, recorded webinars can act as a neverending commercial for your business that runs 24 hours a day 7 days a week. Promote this through social media platforms.

**13) Blogging-** Consider writing a post once a week on a topic related to your business. A blog can also help you establish yourself as an authority figure in your niche. Think of a blog as a place to advertise your business and drive traffic back to your blog where you provide value content to help people. Create something that you can give away for free and create an opt-in for it. (If you don't have a blog I can show you how to develop one)

- 14) Telemarketing- Going back to your Dream 100, who else is in your target market that you can put on your call list. Block out time each day to call your prospects, and follow up with new contacts.**
- 15) Ezine- Create an Ezine account and contribute articles. Link these articles back to your website, blog, social media platforms etc. Back linking is also a great way to increase your Google ranking.**
- 16) Newsletter- Create a monthly newsletter. Invite your current contacts to subscribe to your newsletter. Ask people to contribute to your newsletter and encourage them to send it to their contacts. Create and opt-in on your website for people to sign-up on.**
- 17) Write a report- Create a report that you can give away for FREE. People are always looking for information. Create an opt-in on your website for free reports.**
- 18) Write an E book- E books are a great way to elevate yourself as an expert. Everybody has a story, why not write yours?. One way is to have it as a giveaway on your website or your blog. Create an opt-in for it and put it on your website.**
- 19) Lunch & Learns- Hold a monthly or bi-weekly lunch and learn where you provide educational value to those that attend. Don't sell....just give value. Promote the event to your target market through social media and any of the above.**
- 20) Joint Ventures- Joint ventures are a fast track to success. Find someone that is not your competitor and has your target market. Create a strategy that is a win-win for both of you. The strategy should add value to the JV prospect and their clients. For example, did you know that most new home buyers typically paint their home**

**before moving in? So an ideal JV partner would be Realtor's, Mortgage Brokers and Painters or Carpet Cleaners.**

**21) Craigslist- This is an amazing way to generate consistent leads on a daily basis. Leverage the classifieds to build your list. (I can show you how to do this.)**

**I hope you were able to find some value in this report!  
If you are looking to learn how to implement these techniques  
[CLICK HERE](#)**